



Design Fiction

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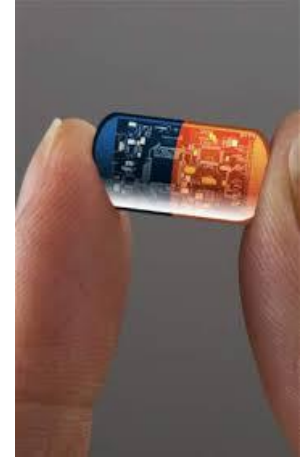
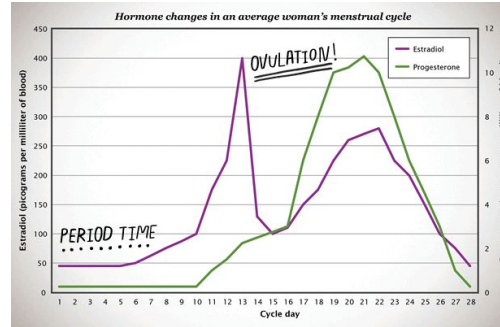
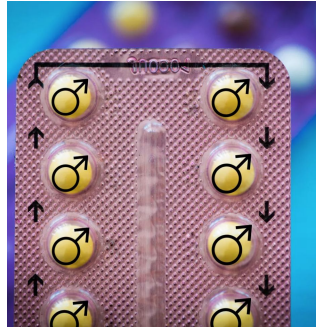
Innovation: PSDS 3001 D

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Situation



Women want equality. That means not having to bear the full burden of taking birth control. They still want to prevent pregnancy and have control over their hormones. What is the solution? A chip that humans can turn on and off via remote control to regulate that which birth control does, but in a one-time form!

Plan

Create a microchip or patch with a remote to replace birth control that controls hormones for both women and men and see how users would react to it!

Ask:

- How does this differ from taking a pill everyday?
- How does it feel to have something attached to your body (patch)?
- Would you feel comfortable inserting a chip?
- What issues does this raise?
- What effect would this have on sex education? Stigma of gender roles?
- Do you think this is possible in the future?

Demographic



Subject #1

Woman aged 24

Uses birth control pill



Subject #2

Woman aged 21

Doesn't use birth control pill but may in the future



Subject #3

Woman aged 21

Doesn't use birth control pill, but has an IUD



Subject #4

Woman aged 54

Hasn't used and will never use birth control pill

Reactions

Subject #1

1-2. It feels odd and less natural because you swallow other medicines in the form of a pill and we eat food every day. This is technology, which has the connotation of being sick if something is showing on your body. I am a user of the birth control pill and it doesn't bother me I have to take it every day.

3. My biggest question is: how safe is the technology? Similar to the electronic waves from your phone, we don't know the long term effects.

4-5. Birth control is something you can get very easily. If a lot of kids want access to this, it would be a lot harder. When you talk to your doctor now, the parent is asked to step out of the room. This would be a lot more complicated.

I don't think it affects gender roles.

6. Yes, I don't doubt it is possible. It is a matter of why not.

Subject #2

1. It is great I wouldn't have to think about it because right it is a little bit of an inconvenience. You definitely have to be more aware that you are taking medication.

2-3. It would feel weird to have something attached to your body. Something implanted is more permanent. I would need to think about it and weigh the pros and cons if it was a surgical procedure. This has the connotation of sci-fi where it knows all of your biodata which is scary because of privacy.

4. Lack of knowledge about this type of birth control and general stigma on non-essential procedures. What would be the side effects?

5. I don't know if it would have an effect on sex education but rather sex education would have to grow with the use of technology. It doesn't cover many options currently.

Currently, there is a lot of pressure for women to take birth control like it is expected. If they do get pregnant, it was because they weren't being responsible. Our current culture is that if men take responsibility it is unthinkable, but for women it is normalized.

6. Totally.

Reactions

Subject #3

1. It is nice to not have to remember to take something every day
2. I'm not into the patch because it would clash with my outfits. It is still a taboo so if someone were to ask they might judge.
3. Yes, because I have IUD so it makes no difference.
4. Paranoid conspiracy theorist aspect — the fact that the government has my information. What are the long term side effects? We don't know!
5. This would change nothing in conservative states because they teach abstinence. There is no excuse to drunk drive with Uber and so there is no reason not to practice safe sex — this is the Uber of birth control. There would be a change from unplanned pregnancy education to STIs.

The pill diminishes a woman's job to protect even though it takes two to tango. It would now be equally balanced.

6. The chip doesn't seem far fetched. There is so much technology nowadays.

Subject #4

1. You don't have to remember it. It would be very convenient and individualized.
- 2-3. I would rather have something embedded rather than a patch so I don't see it. I would feel comfortable inserting something because it is the future. I think there is more upside than downside to technology.
4. It could be trackable, so I'd be worried about insurance, research, spyware, and how they would misuse it. There would also be an issue with hackers.
5. It would make people careless.

I think it is more liberating for both genders because then they would have the freedom and responsibility.

6. I absolutely think this is possible.



Video Link: https://youtu.be/N5Er-y_mJQ0

Reflection

I based the design fiction product on some of the takeaways from the first module. This project really surprised me because most people didn't react the way I expected them to. If they wanted a product to fix the issues they had with the pill, I thought they would be more receptive. But most were afraid of new technology! I also made assumptions about their age and use of the product whether they would be receptive to the idea. My hypothesis, that the younger aged subjects who were users would be the most receptive, was wrong

This project also made me excited for the future because I learned from the second module that the birth control pill hasn't been changed since it was created in the 60's. I am curious to see what products will come about in this topic area, and I do believe that social pressures of equality will affect this.